

CHAPTER 5

RESEARCH CONCLUSION

In this chapter, the conclusions of the research that has been conducted will be stated, namely the analysis of the influence of social presence and sales promotion on consumers' impulsive buying behaviour mediated by flow experience. In addition, suggestions for further research learning, managerial implications, and research limitations faced by the author while conducting this research will also be presented.

5.1 Conclusion

In conclusion, the research findings highlight the significant relationship between halal food knowledge (HFK) and purchase intention (PI) among Indonesian Christians and Catholics. The research utilised a structural equation modelling approach with SmartPLS to assess direct and indirect relationships between the variables. Notably, halal food knowledge had a strong influence on attitude (ATT), subjective norms (SN), and perceived behavioural control (PBC), which in turn impacted purchase intention. The hypothesis testing confirmed positive relationships between these variables, suggesting that knowledge about halal and animal-friendly food can shape individuals' attitudes and perceptions, even in non-Muslim populations.

Additionally, while most variables met the reliability and validity thresholds, some areas, such as halal knowledge, required improvement by eliminating weaker items. Overall, the findings align with previous studies, showing that the Theory of Planned Behavior (TPB) constructs (ATT, SN, and PBC) are crucial in influencing purchase intention. The results emphasise the need for further refinement of

measurement tools and additional research to enhance understanding of halal food consumption in diverse religious contexts.

5.2 Managerial Implications

The insights from this research provide practical guidance for businesses, particularly within the halal food sector. As halal product consumption grows beyond the Muslim community, it becomes essential to understand the attitudes, knowledge, and behaviours of non-Muslim consumers. This research identifies key factors influencing purchase intentions, such as halal knowledge, attitudes, social norms, and perceived control over purchasing decisions. Managers can use these insights to create strategies that better engage consumers and expand the market for halal products. The managerial implications outlined offer actionable recommendations for companies looking to capitalise on the rising interest in ethical and animal-friendly goods, especially among non-Muslim buyers.

1. Carrying out the outputs, knowledge about halal food significantly influences the purchase intention of non-Muslim consumers. The halal food industry managers can develop specific messaging that addresses common misconceptions and enhances awareness among non-Muslim individuals. This could be achieved through clear labelling, educational content, and testimonials from non-Muslim consumers who endorse halal products. Business entities have the power to emphasise halal certification as an example of the product's packaging. Clarity of what the product consists of may dispel the

misinterpretation that the halalness of a product has nothing to do with religiosity but rather an indication of quality, safety, and hygiene.

2. Underlining that animal-friendly knowledge (AFKNOW) positively influences consumer attitudes, businesses can differentiate halal products by emphasising animal-friendly and environmentally sustainable practices. This could appeal to a broader audience beyond religious consumers, tapping into the growing global demand for ethical consumption. 48.93% of respondents in this research are either vegetarian or vegan – and are aware of animal-friendly concepts, which means there is a pool of the population interested in having meatless products. Halal food is known as a dietary practice and ethical animal production. Therefore, by emphasising those aspects, businesses can obtain whole new consumers.
3. Suggesting that subjective norms (SN) and perceived behavioural control (PBC) significantly affect purchase intentions. Managers can design marketing campaigns that leverage social influence by using influencers, community leaders, or peer endorsements to normalise halal food consumption among non-Muslims. At the same time, ensuring easy access to halal products (via online platforms, supermarkets, etc.) will enhance perceived behavioural control, making consumers feel that purchasing these products is convenient and feasible. A practice that managers can do is by promoting the products on special occasions. For instance, Marjan Syrup promoted and advertised its products during Ramadhan. The brand manages to establish an exciting

storyline that appeals to the public whilst inviting them to buy the syrup since it always infuses the critical point of the syrup itself – to hydrate the individuals who have been fasting and have been exposed to the advertisement.

The influence of halal certification extends beyond the Muslim community, significantly impacting non-Muslim consumers as well. Therefore, this study advocates for businesses to obtain halal certification for their products, provided that the ingredients comply with shariah law and do not include elements explicitly prohibited by Islamic principles.

The beauty of these managerial implications highlights the need for strategic marketing, consumer education, and product differentiation to reach non-Muslim audiences better and position halal products as religiously compliant, ethical, and high-quality options.

5.3 Limitations

This research provides insights into the relationship between halal food knowledge and consumer behaviour among Indonesian Christians and Catholics. Nevertheless, certain limitations may affect the validity and generalizability of the findings. Factors such as sample size, the reliability of specific constructs, and the methodology used in the research warrant consideration. The limitations are:

1. The number of involved respondents has always been an issue in the research discipline; the sample must represent the population. This research managed to obtain 513 respondents. Despite the high number and fulfilling the sample size standard set by Sekaran et al. (2020), the sample may not cohesively represent

the broader population of Indonesian Christians and Catholics. Moreover, this research did not limit the sample size geographically—those who received the questionnaire invitation and distribution filled in. The limited geographic and demographic scope might affect the generalizability of the findings to other regions or populations with different cultural or religious contexts.

2. Halal Knowledge (HKNOW) did not meet several reliability criteria, namely Cronbach's alpha and rho_a. This limitation could affect the validity of the conclusions drawn from these variables, as the reliability of some variables is compromised.
3. The initial questionnaire distribution encountered difficulties with the translation and construction of items, leading to the need for improvements. Although these issues were addressed before the final data collection, there is still a risk that some items may have been misunderstood by respondents, potentially affecting the accuracy of the data collected.
4. The research focuses solely on Indonesian Christians and Catholics, limiting its scope. It does not account for how other non-Muslim or Muslim groups perceive halal food. This narrow focus restricts the breadth of the findings and limits the understanding of broader consumption patterns.

In summary, recognising the limitations of this research is essential for adequately interpreting its findings and implications. Constraints such as sample size, reliability of constructs, and methodology underscore the necessity for careful consideration when evaluating the results. Future research should overcome these

limitations by utilising more extensive and diverse samples, improving measurement instruments, and incorporating varied methodologies. This approach will better understand halal food consumption behaviours and perceptions across different demographic groups. Ultimately, a more detailed investigation into these factors will enhance the existing literature and inform more effective strategies within the halal food sector.

5.4 Suggestions for Future Research

Identifying avenues for future research is essential for advancing our understanding of halal food consumption and its underlying factors. This research has highlighted critical relationships between halal food knowledge and consumer behaviour among Indonesian Christians and Catholics, yet several areas remain unexplored. By addressing these gaps, researchers can further elucidate the dynamics of halal food perception and purchasing decisions. The following suggestions aim to provide a framework for future studies that can deepen insights into consumer attitudes and enhance the overall understanding of the halal food market:

1. Future studies should include a more extensive sample in terms of number and diversity, encompassing different religious affiliations, regions, and socio-economic backgrounds. This would enhance the generalizability of the results and provide a more representative view of how various groups perceive and react to halal food.
2. Future studies should provide understandable items to the research sample to obtain better data output, which will drive the conclusion better. Furthermore,

by having better data output firsthand, a pilot output should not be done. It is more efficient time-wise.

3. Future studies could benefit from longitudinal research to observe changes in attitudes, perceptions, and behaviours over time, particularly as halal food continues to become more mainstream globally. This would help identify long-term trends and shifts in consumption patterns.
4. Extending the research to other countries with significant non-Muslim populations could provide valuable cross-cultural insights. Comparing how different non-Muslim communities in Southeast Asia, Europe, and North America perceive halal food would help researchers understand the influence of cultural, social, and religious factors on these perceptions.

These future suggestions underline what this research could not deliver and with some inputs from educational perspective (e.g. the extension of the research to other countries to gain cross-border insights) that the future researchers may underline in order to establish a cohesive research.

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ATTACHMENTS

Appendix 1 Questionnaire Draft

Section 1 of 7

Salam kenal, nama saya Jonathan C. Tarigan, mahasiswa S1 program studi International Business Management Program, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saya mengajukan kuesioner berjudul "*Living in the World's Largest and Dominant Muslim Country while Standing Strong on Their Beliefs: Indonesian Christians and Catholics' Credence towards Halal Food*" untuk Tugas Akhir (TA) saya yang berorientasi untuk mengetahui **persepsi orang Kristen dan Katolik di Indonesia terhadap makanan halal.**

Adapun kriteria responden yang dibutuhkan dalam penelitian ini adalah **Warga Negara Indonesia beragama Kristen atau Katolik.**

Waktu yang dibutuhkan untuk mengisi kuesioner ini sekitar 5 menit dan terdiri dari 6 bagian. Seluruh data dan informasi yang diberikan akan **dijamin kerahasiaannya** dan hanya dipergunakan untuk **kepentingan penelitian.**

Terima kasih atas kesediaan Anda untuk berpartisipasi dalam penelitian ini.

Jika Anda memiliki pertanyaan lebih lanjut, silakan hubungi: **jonatan.chrst@gmail.com**

Link: <https://forms.gle/gX6hpT6r9zk6q6SQ7>

Section 2 of 7

1. Jenis Kelamin
 - a. Perempuan
 - b. Laki-laki
2. Generasi (Sumber: University of Southern California)
 - a. Gen Z (tahun kelahiran 1995 – 2012)
 - b. Millennial (tahun kelahiran 1980 – 1994)
 - c. Gen X (tahun kelahiran 1965 – 1979)
 - d. Baby Boomer (tahun kelahiran 1946 – 1964)
3. Pekerjaan saat ini
 - a. Pelajar/Mahasiswa
 - b. Wiraswasta
 - c. Pegawai Negeri Sipil (PNS)
 - d. Tidak/belum berkerja
4. Tipe konsumsi makanan Anda
 - a. Non-vegetarian
 - b. Vegetarian (tidak mengonsumsi daging tapi tetap mengonsumsi produk hasil binatang seperti mentega, telur, susu, dsb)
 - c. Vegan (tidak mengonsumsi daging dan produk hasil binatang sama sekali)
5. Agama
 - a. Kristen
 - b. Katolik

Section 3 of 7

Halal Knowledge and Animal-friendly Knowledge (Halal Food Knowledge)

Pada bagian pertama, Anda akan menjawab pertanyaan-pertanyaan mengenai **pengetahuan Anda mengenai makanan halal** seperti **pengolahan dan penyembelihan binatang**. Ukurlah pengetahuan Anda dengan **memilih 1 dari 5 pilihan** yang disediakan, yakni:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Tidak ada jawaban yang benar ataupun salah. Anda diharapkan untuk memilih jawaban yang sesuai dengan pemahaman Anda.

1. Saya tahu tentang standar kebersihan makanan halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

2. Saya tahu bahwa makanan halal lebih sehat dibanding makanan non-halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

3. Saya tahu mengenai dampak kondisi pengolahan makanan halal yang steril terhadap kesehatan.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

4. Saya tahu dampak prosedur inspeksi yang ketat bagi pelaku usaha makanan halal terhadap kesehatan.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

5. Saya mengerti metode penyembelihan dalam Islam bahwa metode tersebut ditujukan untuk meminimalisir rasa sakit binatang saat disembelih.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

6. Saya mengerti metode penyembelihan dalam Islam bahwa metode tersebut ditujukan supaya proses penyembelihan dilakukan sesingkat mungkin.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

7. Saya mengerti metode penyembelihan dalam Islam bahwa metode tersebut dapat mencegah persebaran bakteri dan komponen asing yang ada di darah binatang tersebut.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

8. Saya mengerti metode penyembelihan hewan secara syariah bahwa metode tersebut selaras dengan nilai-nilai hak hidup binatang.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

Section 4 of 7

Attitude

Pada bagian ketiga, Anda akan menjawab pertanyaan-pertanyaan mengenai **pandangan Anda tentang membeli makanan halal**. Ukurlah pandangan Anda dengan **memilih 1 dari 5 pilihan** yang disediakan, yakni:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Tidak ada jawaban yang benar ataupun salah. Anda diharapkan untuk memilih jawaban yang sesuai dengan pandangan Anda.

1. Saya pikir membeli makanan halal adalah hal yang baik.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

2. Saya pikir makanan halal itu sehat.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

3. Saya pikir membeli makanan halal adalah sesuatu kegiatan yang menyenangkan.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

4. Saya pikir makanan halal sesuai dengan kodrat hewan sebagai sumber pangan manusia.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

5. Saya pikir membeli makanan halal adalah kegiatan yang positif.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

Section 5 of 7

Subjective Norms

Pada bagian keempat, Anda akan menjawab pertanyaan-pertanyaan mengenai **pandangan dan dorongan orang-orang di sekitar Anda untuk membeli makanan halal**. Ukurlah pandangan Anda dengan **memilih 1 dari 5 pilihan** yang disediakan, yakni:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Tidak ada jawaban yang benar ataupun salah. Anda diharapkan untuk memilih jawaban yang sesuai dengan pandangan Anda.

1. Teman-teman saya mendukung saya membeli makanan halal karena dirasa lebih sehat bagi tubuh dibanding makanan non-halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

2. Teman-teman saya mendukung saya membeli makanan halal karena dirasa kodrat binatang seperti ayam, ikan, sapi, dan kambing adalah sebagai sumber pangan dan protein manusia.

Sangat tidak setuju

- 1

- 2
- 3
- 4
- 5

Sangat setuju

3. Keluarga saya mendukung saya membeli makanan halal karena dirasa sehat bagi tubuh dibanding makanan non-halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

4. Keluarga saya mendukung saya membeli makanan halal karena dirasa kodrat binatang seperti ayam, ikan, sapi, dan kambing adalah sebagai sumber pangan dan protein manusia.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

5. Orang-orang yang dekat dengan saya seperti kerabat di sekolah ataupun di tempat kerja berpikir bahwa membeli makanan halal adalah hal yang baik.

Sangat tidak setuju

- 1
- 2

- 3
- 4
- 5

Sangat setuju

6. Orang-orang yang dekat dengan saya seperti kerabat di sekolah ataupun di tempat kerja berpikir saya seharusnya membeli makanan halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

7. Orang-orang yang sangat saya hormati seperti guru, dosen, dan figur publik berpikir saya seharusnya membeli makanan halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

Section 6 of 7

Perceived Behavioral Control

Pada bagian kelima, Anda akan menjawab pertanyaan-pertanyaan mengenai **aksesibilitas dan kebebasan Anda membeli makanan halal**. Ukurlah aksesibilitas dan kebebasan Anda dengan **memilih 1 dari 5 pilihan** yang disediakan, yakni:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Tidak ada jawaban yang benar ataupun salah. Anda diharapkan untuk memilih jawaban yang sesuai dengan pandangan Anda.

1. Saya yakin setiap kali saya membeli makanan halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

2. Saya yakin bahwa makanan halal adalah makanan yang menghargai binatang sebagai makhluk hidup.

Misal: saat masih di ternak, hewan diperlakukan dan dirawat dengan baik.

Sangat tidak setuju

- 1
- 2

- 3
- 4
- 5

Sangat setuju

3. Makanan halal mudah ditemukan/dijual di sekitar tempat saya tinggal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

4. Saya memiliki kemudahan untuk membeli makanan halal sebagai makanan yang menghargai binatang sebagai sumber pangan dan protein manusia.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

5. Saya membeli makanan halal atas kemauan dan kesadaran diri saya sendiri.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

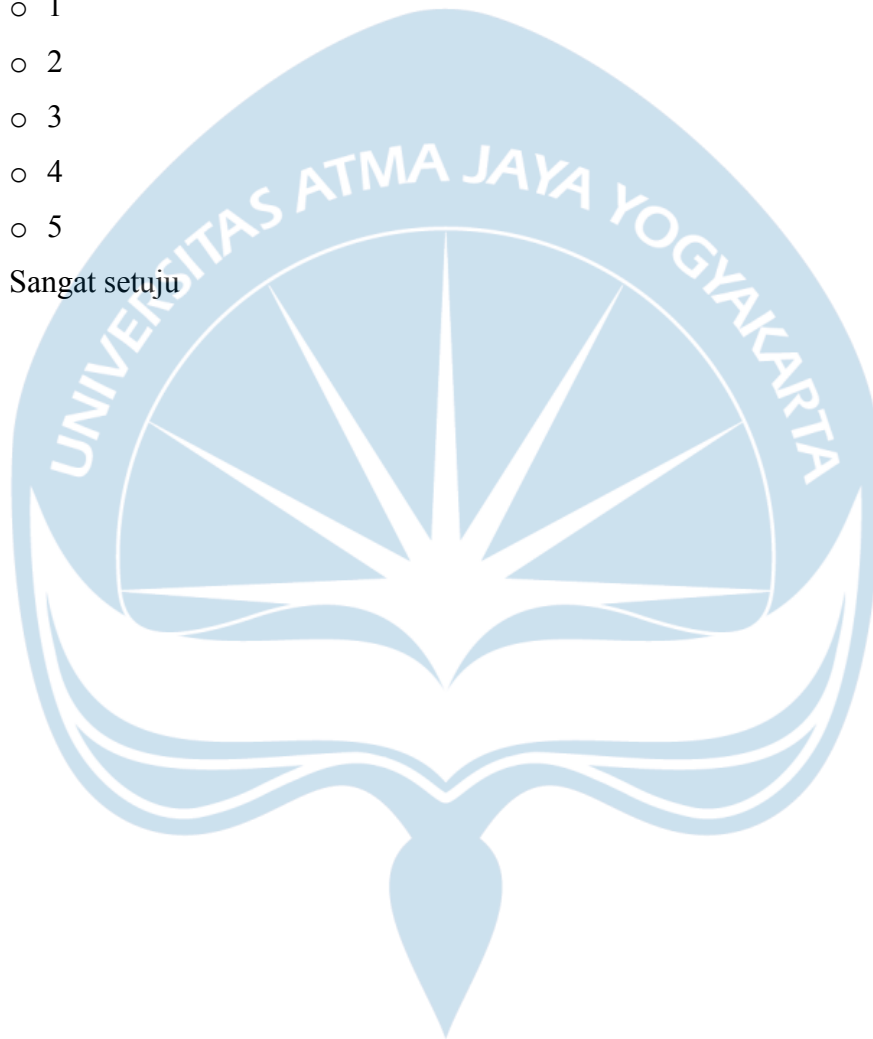
Sangat setuju

6. Sangat tinggi kemungkinannya bagi saya untuk membeli makanan halal untuk konsumsi sehari-hari.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju



Section 7 of 7

Purchase Intention

Pada bagian keenam, Anda akan menjawab pertanyaan-pertanyaan mengenai **standar Anda saat membeli makanan**. Ukurlah pandangan Anda terhadap makanan halal dengan **memilih 1 dari 5 pilihan** yang disediakan, yakni:

1. Sangat tidak setuju
2. Tidak setuju
3. Netral
4. Setuju
5. Sangat Setuju

Tidak ada jawaban yang benar ataupun salah. Anda diharapkan untuk memilih jawaban yang sesuai dengan pandangan Anda.

1. Saya lebih memilih untuk membeli makanan halal karena makanan halal memiliki kualitas yang lebih tinggi dibanding makanan non-halal.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

2. Saat saya membeli makanan halal, berarti saya peduli dengan kesehatan saya terlepas dari biaya lebih yang saya keluarkan.

Sangat tidak setuju

- 1
- 2
- 3

- 4
- 5

Sangat setuju

3. Saat saya membeli makanan halal, berarti saya peduli dengan makanan yang prosesnya menghargai hewan sebagai sumber pangan dan sumber protein.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

4. Saya berniat untuk membeli makanan halal hingga tiga bulan mendatang karena makanan halal menghargai binatang sebagai sumber pangan dan protein manusia.

Sangat tidak setuju

- 1
- 2
- 3
- 4
- 5

Sangat setuju

Thank you section



APPENDIX 2 Questionnaire Submission Proof

Part 1/5



Part 2/5



Part 3/5



Part 4/5



Part 5/5



APPENDIX 3 Data Processing on SmartPLS 4

Variable Indicators Data Set

SmartPLS v.4.1.0.7

Back Setup Add group Generate groups Clear groups Export to Excel / CSV

SmartPLS Raw Data Indicators Copy to Excel/Word

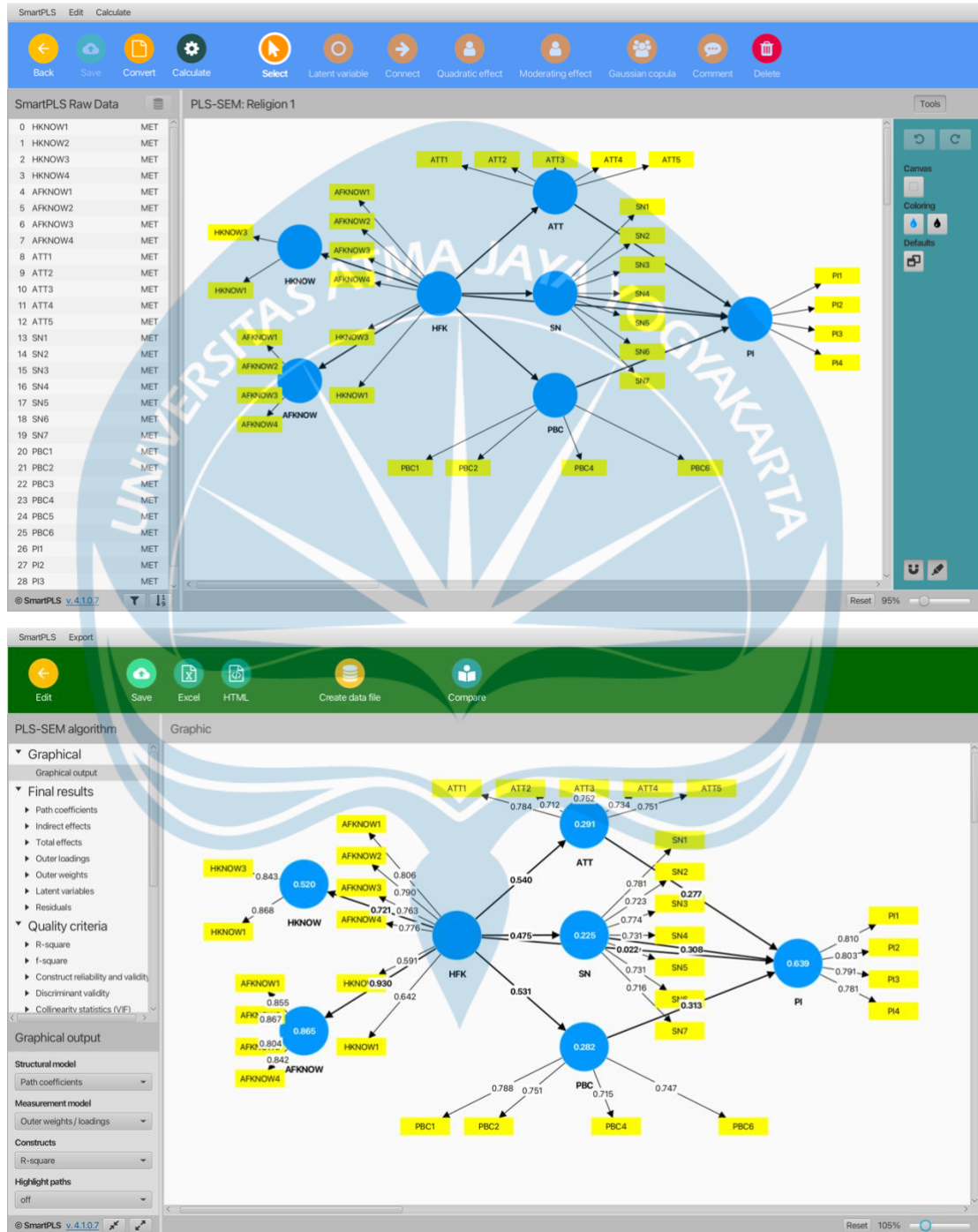
Indicators 30
Samples 513
Missing values 0

Indicators
 Correlations
 Data groups
 Raw data

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cram
HKNOW1	1	MET	0	4.088	4.000	1.000	5.000	1.000	5.000	0.811	0.640	-0.844	
HKNOW2	2	MET	0	3.729	4.000	1.000	5.000	1.000	5.000	0.998	-0.132	-0.639	
HKNOW3	3	MET	0	4.006	4.000	1.000	5.000	1.000	5.000	0.873	0.444	-0.822	
HKNOW4	4	MET	0	3.947	4.000	1.000	5.000	1.000	5.000	0.936	0.095	-0.781	
AFKNOW1	5	MET	0	3.558	4.000	1.000	5.000	1.000	5.000	1.138	-0.517	-0.552	
AFKNOW2	6	MET	0	3.497	4.000	1.000	5.000	1.000	5.000	1.160	-0.496	-0.605	
AFKNOW3	7	MET	0	3.520	4.000	1.000	5.000	1.000	5.000	1.139	-0.563	-0.499	
AFKNOW4	8	MET	0	3.583	4.000	1.000	5.000	1.000	5.000	1.133	-0.342	-0.637	
ATT1	9	MET	0	4.099	4.000	1.000	5.000	1.000	5.000	0.842	0.307	-0.779	
ATT2	10	MET	0	4.146	4.000	1.000	5.000	1.000	5.000	0.819	0.139	-0.746	
ATT3	11	MET	0	3.955	4.000	1.000	5.000	1.000	5.000	0.883	0.150	-0.662	
ATT4	12	MET	0	3.852	4.000	1.000	5.000	1.000	5.000	0.912	-0.236	-0.538	
ATT5	13	MET	0	4.148	4.000	1.000	5.000	1.000	5.000	0.859	0.637	-0.937	
SN1	14	MET	0	3.674	4.000	1.000	5.000	1.000	5.000	1.055	-0.494	-0.540	
SN2	15	MET	0	3.830	4.000	1.000	5.000	1.000	5.000	1.011	0.053	-0.757	
SN3	16	MET	0	3.657	4.000	1.000	5.000	1.000	5.000	1.046	-0.406	-0.518	
SN4	17	MET	0	3.811	4.000	1.000	5.000	1.000	5.000	1.057	-0.237	-0.691	
SN5	18	MET	0	3.957	4.000	1.000	5.000	1.000	5.000	0.897	0.405	-0.792	
SN6	19	MET	0	3.641	4.000	1.000	5.000	1.000	5.000	1.047	-0.399	-0.562	
SN7	20	MET	0	3.643	4.000	1.000	5.000	1.000	5.000	1.069	-0.601	-0.444	
PBC1	21	MET	0	3.986	4.000	1.000	5.000	1.000	5.000	0.962	0.363	-0.908	
PBC2	22	MET	0	3.994	4.000	1.000	5.000	1.000	5.000	0.889	0.138	-0.691	
PBC3	23	MET	0	4.314	4.000	1.000	5.000	1.000	5.000	0.827	2.331	-1.388	
PBC4	24	MET	0	4.105	4.000	1.000	5.000	1.000	5.000	0.836	0.739	-0.883	
PBC5	25	MET	0	4.125	4.000	1.000	5.000	1.000	5.000	0.861	1.239	-1.071	
PBC6	26	MET	0	3.981	4.000	1.000	5.000	1.000	5.000	0.915	0.600	-0.879	
PI1	27	MET	0	3.712	4.000	1.000	5.000	1.000	5.000	1.020	-0.333	-0.550	

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Continue 1/4 – Final Outer Model



Continue 2/4 – Final Outer Model

The image displays two screenshots of the SmartPLS v.4.10.7 software interface. The top screenshot shows the 'Path coefficients - Matrix' view, and the bottom screenshot shows the 'Construct reliability and validity - Overview' view. A large watermark for Universitas Atma Jaya Yogyakarta is visible in the background of both screenshots.

Path coefficients - Matrix

	AFKNOW	ATT	HFK	HKNOW	PBC	PI	SN
AFKNOW							
ATT						0.277	
HFK	0.930	0.540		0.721	0.531	0.022	0.475
HKNOW							
PBC						0.313	
PI							
SN						0.308	

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AFKNOW	0.863	0.864	0.907	0.710
ATT	0.802	0.802	0.863	0.558
HFK	0.823	0.822	0.873	0.536
HKNOW	0.635	0.637	0.845	0.732
PBC	0.741	0.742	0.838	0.563
PI	0.808	0.808	0.874	0.634
SN	0.862	0.864	0.894	0.547

Continue 3/4 – Final Outer Model

SmartPLS Export

Edit
Save
Excel
HTML
Create data file
Compare

PLS-SEM algorithm

Outer loadings - Matrix Copy to Excel/Word Copy to R

	AFKNOW	ATT	HFK	HKNOW	PBC	PI	SN
AFKNOW1	0.855						
AFKNOW1			0.806				
AFKNOW2	0.867		0.790				
AFKNOW3	0.804						
AFKNOW3			0.763				
AFKNOW4	0.842						
AFKNOW4				0.776			
ATT1		0.784					
ATT2		0.712					
ATT3		0.752					
ATT4		0.734					
ATT5		0.751					
HKNOW3			0.591				
HKNOW3				0.843			
PBC1					0.788		
PBC2					0.751		
PBC4					0.715		
PBC6					0.747		
PI1						0.810	
PI2						0.803	
PI3						0.791	
PI4						0.781	
SN1							0.781
SN2							0.723
SN3							0.774
SN4							0.731
SN5							0.717
SN6							0.731
SN7							0.716
HKNOW1				0.868			
HKNOW1		0.642					

Graphical
 Graphical output
 Final results
 Path coefficients
 Indirect effects
 Total effects
 Outer loadings
 Matrix
 List
 Outer weights
 Latent variables
 Residuals
 Quality criteria
 R-square
 f-square
 Construct reliability and validity
 Discriminant validity
 Collinearity statistics (VIF)
 Model fit
 Model selection criteria
 Algorithm
 Setting
 Stop criterion changes
 Posthoc minimum sample size
 Execution log
 Model and data
 Inner model

SmartPLS v.4.1.0.7 Reset 100%

SmartPLS v.4.1.0.7 Reset 100%

Continue 4/4 – Final Outer Model

SmartPLS Export

PLS-SEM algorithm

Discriminant validity - Cross loadings Copy to Excel/Word Copy to R

	AFKNOW	ATT	HFK	HKNOW	PBC	PI	SN
AFKNOW1	0.855	0.368	0.806	0.383	0.361	0.340	0.303
AFKNOW1	0.855	0.368	0.806	0.383	0.361	0.340	0.303
AFKNOW2	0.867	0.352	0.790	0.323	0.327	0.317	0.311
AFKNOW2	0.867	0.352	0.790	0.323	0.327	0.317	0.311
AFKNOW3	0.804	0.386	0.763	0.367	0.326	0.332	0.352
AFKNOW3	0.804	0.386	0.763	0.367	0.326	0.332	0.352
AFKNOW4	0.842	0.408	0.776	0.332	0.337	0.302	0.327
AFKNOW4	0.842	0.408	0.776	0.332	0.337	0.302	0.327
ATT1	0.336	0.784	0.426	0.418	0.547	0.528	0.463
ATT2	0.256	0.712	0.340	0.358	0.474	0.539	0.493
ATT3	0.295	0.752	0.359	0.330	0.513	0.555	0.519
ATT4	0.456	0.734	0.491	0.354	0.509	0.496	0.474
ATT5	0.324	0.751	0.392	0.359	0.542	0.511	0.452
HKNOW3	0.333	0.364	0.591	0.843	0.437	0.371	0.341
HKNOW3	0.333	0.364	0.591	0.843	0.437	0.371	0.341
PBC1	0.259	0.549	0.372	0.431	0.788	0.568	0.483
PBC2	0.291	0.537	0.385	0.406	0.751	0.537	0.464
PBC4	0.347	0.490	0.450	0.459	0.715	0.463	0.451
PBC6	0.310	0.501	0.389	0.378	0.747	0.551	0.461
PI1	0.348	0.543	0.420	0.384	0.545	0.810	0.567
PI2	0.272	0.584	0.355	0.366	0.578	0.803	0.570
PI3	0.347	0.591	0.436	0.425	0.562	0.791	0.514
PI4	0.254	0.520	0.329	0.336	0.567	0.781	0.547
SN1	0.265	0.506	0.354	0.374	0.491	0.571	0.781
SN2	0.231	0.495	0.317	0.347	0.497	0.517	0.723
SN3	0.293	0.454	0.361	0.339	0.453	0.547	0.774
SN4	0.334	0.519	0.402	0.365	0.521	0.520	0.731
SN5	0.270	0.525	0.332	0.313	0.497	0.484	0.717
SN6	0.280	0.411	0.326	0.278	0.372	0.455	0.731
SN7	0.310	0.407	0.361	0.307	0.361	0.463	0.716
HKNOW1	0.379	0.466	0.642	0.868	0.514	0.438	0.427
HKNOW1	0.379	0.466	0.642	0.868	0.514	0.438	0.427

SmartPLS v. 4.1.0.7 Reset 100%

Continue – Final Inner Model

The image displays two screenshots of the SmartPLS v.4.1.0.7 software interface. The top screenshot shows the 'R-square - Overview' window, and the bottom screenshot shows the 'Collinearity statistics (VIF) - Outer model - List' window. Both windows feature a navigation bar at the top with icons for Edit, Save, Excel, HTML, Create data file, and Compare. The left sidebar contains a tree view for 'Final results' and 'Quality criteria'.

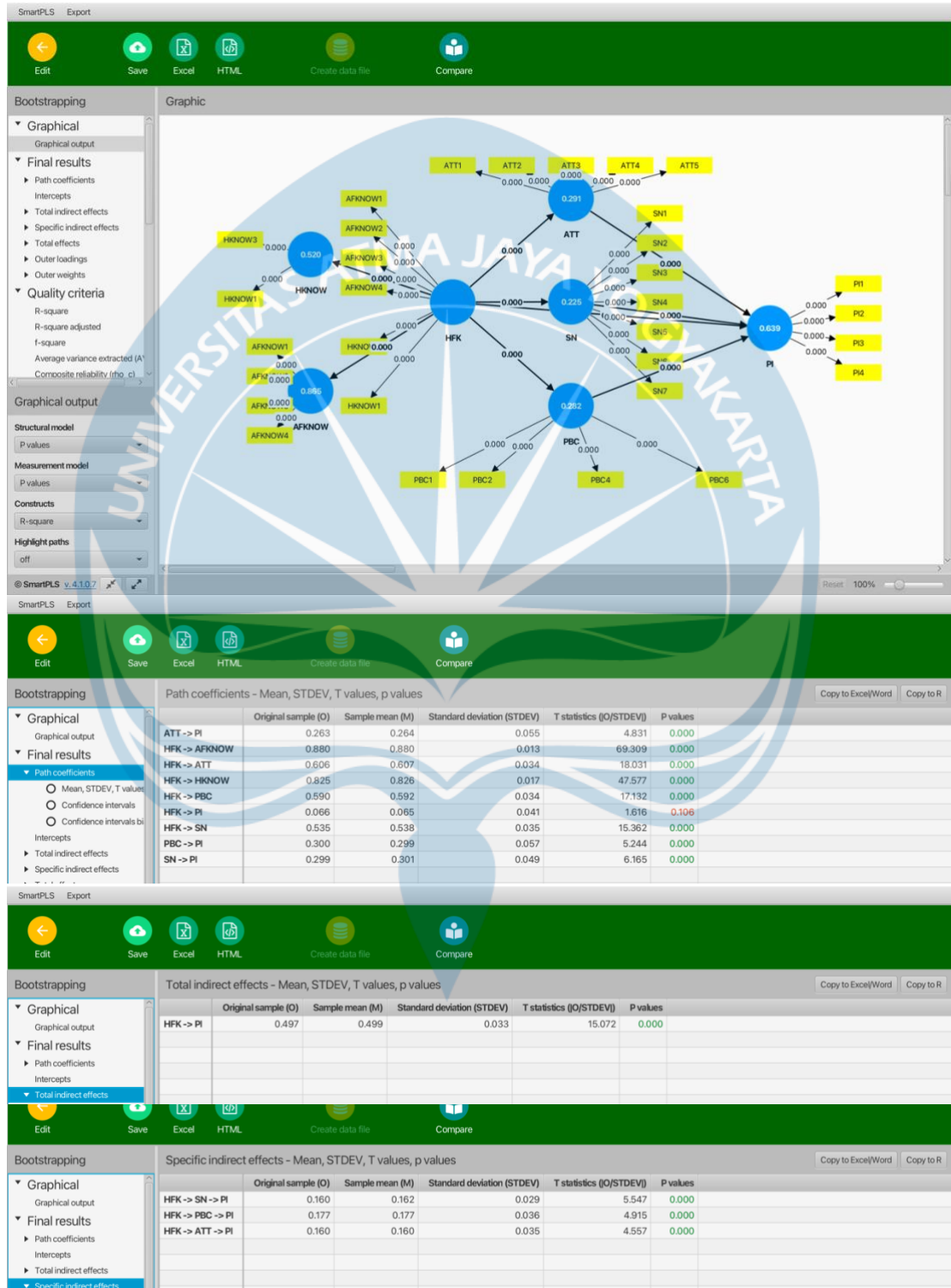
R-square - Overview

	R-square	R-square adjusted
AFKNOW	0.865	0.865
ATT	0.291	0.290
HKNOW	0.520	0.520
PBC	0.282	0.280
PI	0.639	0.636
SN	0.225	0.224

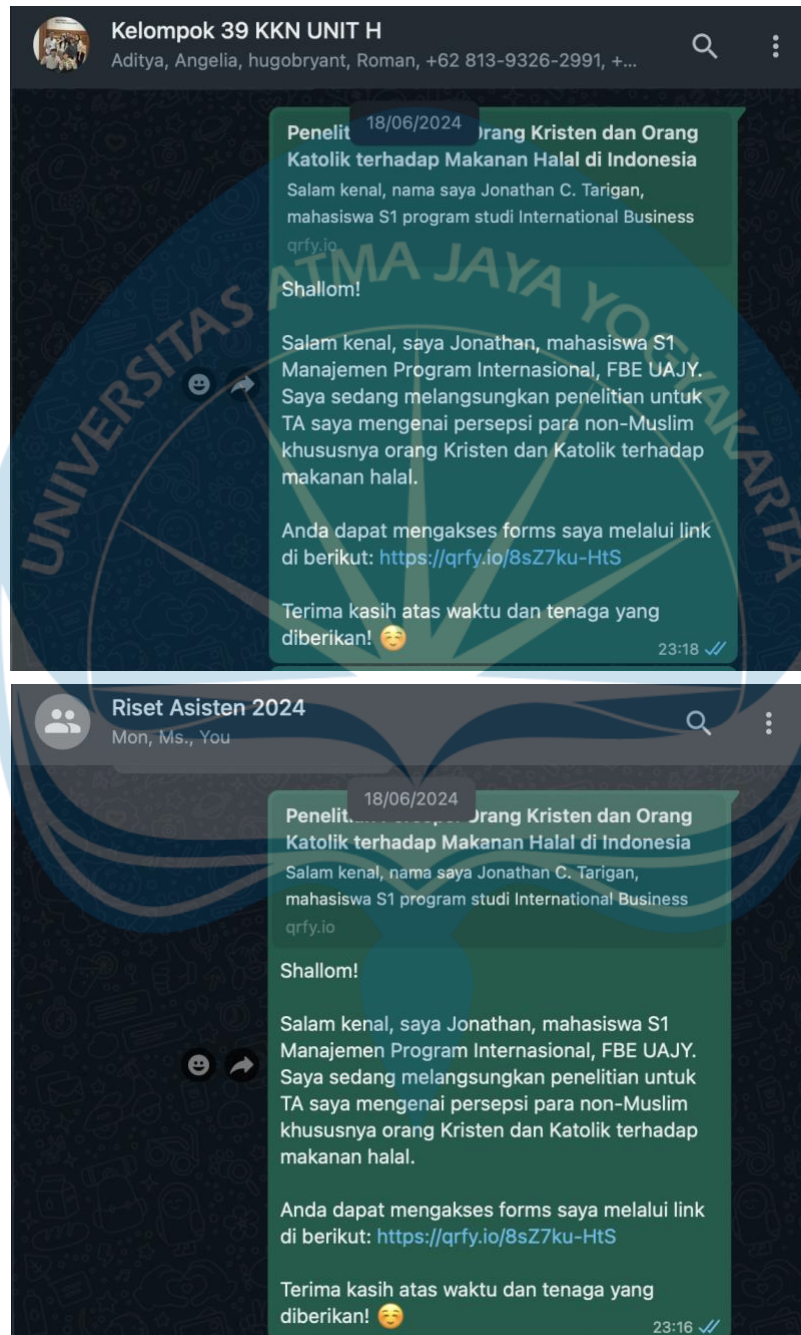
Collinearity statistics (VIF) - Outer model - List

	VIF
AFKNOW1	2.166
AFKNOW1	2.223
AFKNOW2	2.334
AFKNOW2	2.322
AFKNOW3	1.756
AFKNOW3	1.808
AFKNOW4	2.043
AFKNOW4	2.052
ATT1	1.693
ATT2	1.434
ATT3	1.561
ATT4	1.460
ATT5	1.565
HKNOW3	1.276
HKNOW3	1.344
PBC1	1.536
PBC2	1.428
PBC4	1.326
PBC6	1.376
PI1	1.728
PI2	1.644
PI3	1.616
PI4	1.582
SN1	1.923
SN2	1.785
SN3	1.978
SN4	1.799
---	---
SN5	1.624
SN6	1.858
SN7	1.755
HKNOW1	1.377
HKNOW1	1.276

Continue – Final Bootstrapping Output

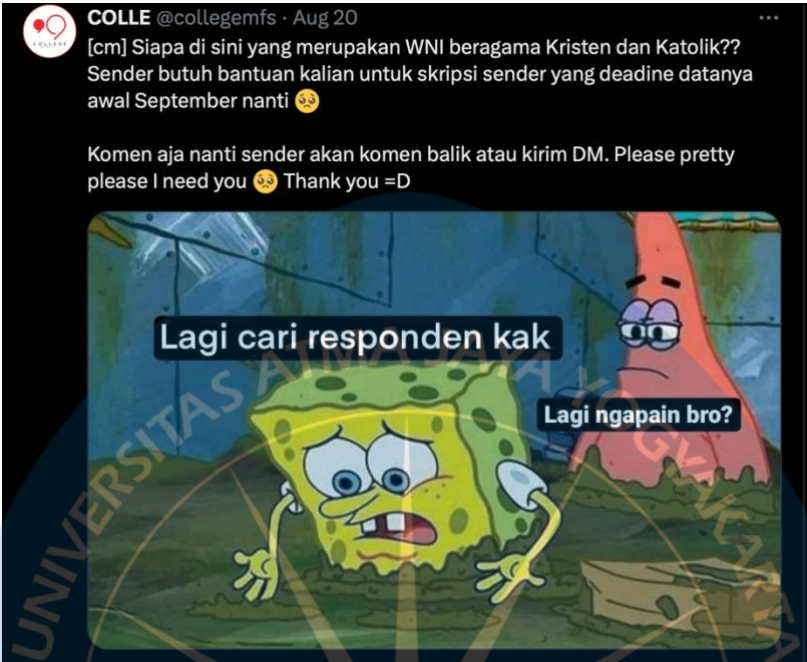


APPENDIX 4 Distributing the Questionnaire









jonatan.chrst 6 w

UPDATED!

Makanan Halal: Bagaimana pandangan Anda?

Berpartisipasilah dalam penelitian saya jika Anda:

Warga Negara Indonesia Lahir tahun 1946 - 2012

Beragama Kristen atau Katolik

SCAN DI SINI: **Apa itu makanan halal?**

Makanan halal adalah makanan yang diproduksi dengan tata cara Islam, yakni tidak mengandung hal-hal haram dan cara penyembelihan hewan. Makanan halal bersifat wajib jika produk akan diperjualbelikan di Indonesia.

Dalam berbagai penelitian, makanan halal masuk sebagai inisiatif menjaga kesehatan.

277/500 SO FAR

Tampilan GForm.

Penelitian Persepsi Orang Kristen dan Orang Katolik terhadap Makanan Halal di Indonesia

Informasi lebih lanjut: jonatan.chrst@gmail.com

jonatan.chrst 8 w

UPDATED!

Makanan Halal: Bagaimana pandangan Anda?

Berpartisipasilah dalam penelitian saya jika Anda:

Warga Negara Indonesia Lahir tahun 1946 - 2012

Beragama Kristen atau Katolik

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Dalam berbagai penelitian, makanan halal masuk sebagai inisiatif menjaga kesehatan.

385 more to go

Tampilan GForm.

Penelitian Persepsi Orang Kristen dan Orang Katolik terhadap Makanan Halal di Indonesia

Informasi lebih lanjut: jonatan.chrst@gmail.com

APPENDIX 6 Pilot Testing Output

Variable Indicators Data Set

Proposal Initial Test

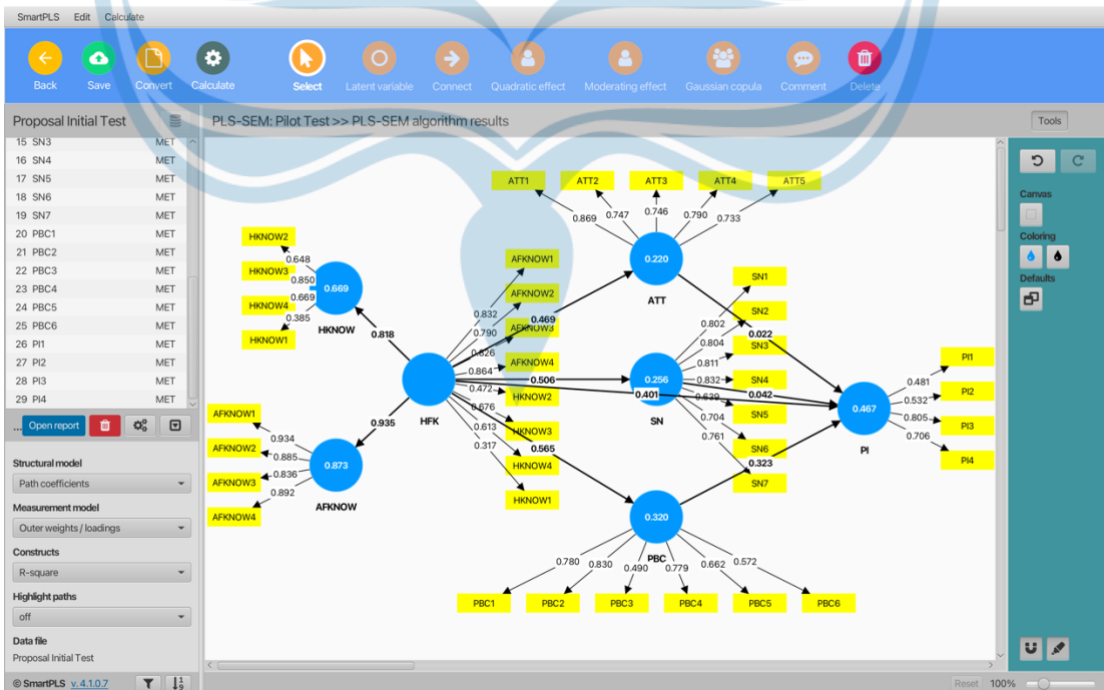
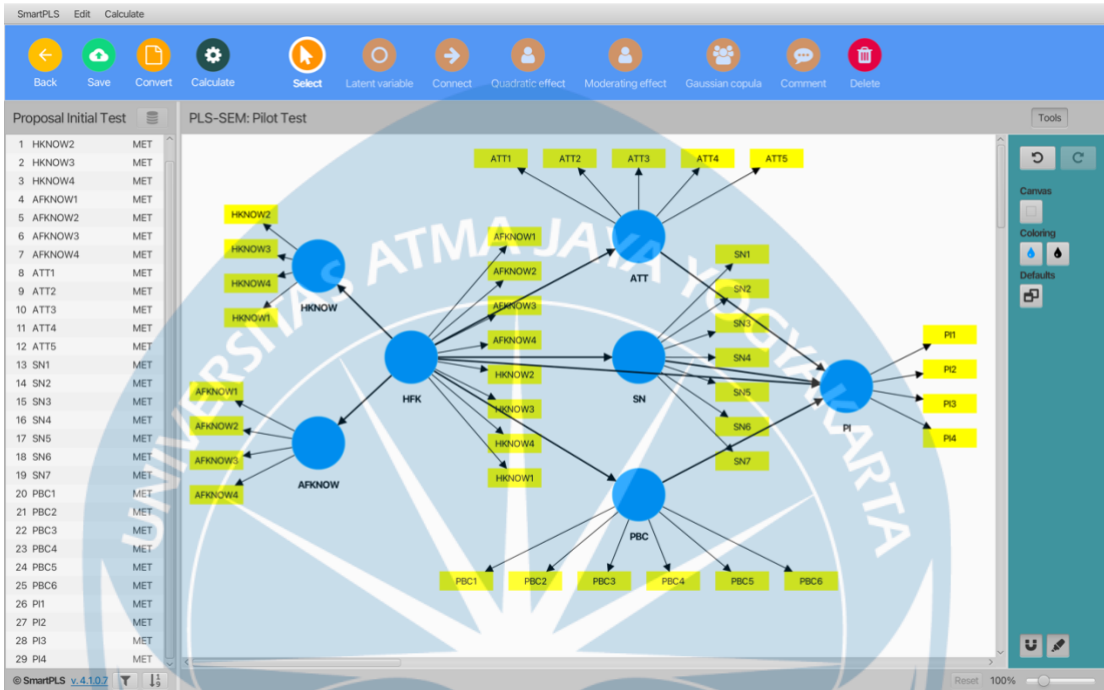
Indicators: 30
Samples: 51
Missing values: 0

Indicators

Name	No.	Type	Missings	Mean	Median	Scale min	Scale max	Observed min	Observed max	Standard deviation	Excess kurtosis	Skewness	Cram
HKNOW2	2	MET	0	3.353	4.000	1.000	5.000	1.000	5.000	1.081	-1.253	-0.470	
AFKNOW1	5	MET	0	3.686	4.000	1.000	5.000	1.000	5.000	1.111	0.336	-1.107	
AFKNOW2	6	MET	0	3.765	4.000	1.000	5.000	1.000	5.000	1.113	0.609	-1.183	
AFKNOW3	7	MET	0	3.333	4.000	1.000	5.000	1.000	5.000	1.215	-1.217	-0.408	
AFKNOW4	8	MET	0	3.588	4.000	1.000	5.000	1.000	5.000	1.088	0.165	-1.081	
SN1	14	MET	0	3.216	4.000	1.000	5.000	1.000	5.000	1.143	-1.541	-0.117	
SN3	16	MET	0	3.157	4.000	1.000	5.000	1.000	5.000	1.178	-1.581	0.056	
SN6	19	MET	0	2.582	2.000	1.000	5.000	1.000	5.000	1.323	-1.397	0.276	
SN7	20	MET	0	3.000	2.000	1.000	5.000	1.000	5.000	1.237	-1.465	0.064	
PBC2	22	MET	0	3.667	4.000	1.000	5.000	1.000	5.000	1.199	-0.724	-0.724	
PBC4	24	MET	0	3.882	4.000	1.000	5.000	1.000	5.000	1.022	0.578	-1.118	
PI3	29	MET	0	3.922	4.000	1.000	5.000	1.000	5.000	1.045	0.488	-1.114	
PI4	30	MET	0	3.353	4.000	1.000	5.000	1.000	5.000	1.234	-1.555	-0.134	
HKNOW1	1	MET	0	3.922	4.000	2.000	5.000	2.000	5.000	0.710	3.330	-1.579	
HKNOW3	3	MET	0	3.863	4.000	2.000	5.000	2.000	5.000	1.010	-0.229	-0.891	
HKNOW4	4	MET	0	4.098	4.000	2.000	5.000	2.000	5.000	0.891	1.192	-1.226	
ATT1	9	MET	0	3.941	4.000	2.000	5.000	2.000	5.000	0.872	1.046	-1.160	
ATT2	10	MET	0	3.569	4.000	2.000	5.000	2.000	5.000	1.071	-1.124	-0.529	
ATT3	11	MET	0	3.608	4.000	2.000	5.000	2.000	5.000	0.932	-0.720	-0.744	
ATT4	12	MET	0	3.549	4.000	2.000	5.000	2.000	5.000	0.936	-0.899	-0.691	
ATT5	13	MET	0	3.725	4.000	2.000	5.000	2.000	5.000	1.030	-0.634	-0.745	
SN2	15	MET	0	3.471	4.000	2.000	5.000	2.000	5.000	1.091	-1.354	-0.389	
SN4	17	MET	0	3.275	4.000	2.000	5.000	2.000	5.000	1.156	-1.657	-0.015	
SN5	18	MET	0	3.725	4.000	2.000	5.000	2.000	5.000	1.086	-0.898	-0.653	
PBC1	21	MET	0	4.098	4.000	2.000	5.000	2.000	5.000	0.823	1.867	-1.278	
PBC3	23	MET	0	3.980	4.000	2.000	5.000	2.000	5.000	0.896	0.897	-1.139	
PBC5	25	MET	0	4.451	4.000	2.000	5.000	2.000	5.000	0.604	3.212	-1.179	

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Continue – Outer Model



Continue – Outer Model

SmartPLS Export

[Edit](#)
[Save](#)
[Excel](#)
[HTML](#)
[Create data file](#)
[Compare](#)

PLS-SEM algorithm

Outer loadings - Matrix

[Copy to Excel/Word](#)
[Copy to R](#)

	AFKNOW	ATT	HFK	HKNOW	PBC	PI	SN
AFKNOW1	0.934						
AFKNOW1			0.832				
AFKNOW2	0.885						
AFKNOW2			0.790				
AFKNOW3	0.836						
AFKNOW3			0.826				
AFKNOW4	0.892						
AFKNOW4			0.864				
ATT1		0.869					
ATT2		0.747					
ATT3		0.746					
ATT4		0.790					
ATT5		0.733					
HKNOW2			0.472				
HKNOW2			0.648				
HKNOW3			0.850				
HKNOW3			0.676				
HKNOW4			0.613				
HKNOW4			0.669				
PBC1				0.780			
PBC2				0.830			
PBC3				0.490			
PBC4				0.779			
PBC5				0.662			
PBC5				0.572			
PI1					0.481		
PI2					0.532		
PI3					0.805		
PI4					0.706		
SN1						0.802	
SN2						0.804	
SN3						0.811	
SN4						0.832	
SN5						0.639	
SN6						0.704	
SN7						0.761	
HKNOW1		0.317					
HKNOW1		0.385					

SmartPLS v.4.1.0.7

Reset 100%

SmartPLS Export

[Edit](#)
[Save](#)
[Excel](#)
[HTML](#)
[Create data file](#)
[Compare](#)

PLS-SEM algorithm

Path coefficients - Matrix

[Copy to Excel/Word](#)
[Copy to R](#)

	AFKNOW	ATT	HFK	HKNOW	PBC	PI	SN
AFKNOW							
ATT				0.022			
HFK	0.935	0.469		0.818	0.565	0.401	0.506
HKNOW							
PBC						0.323	
PI							
SN						0.042	

SmartPLS v.4.1.0.7

Reset 100%

Continue – Outer Model

SmartPLS Export

Edit
Save
Excel
HTML
Create data file
Compare

PLS-SEM algorithm

Construct reliability and validity - Overview Copy to Excel/Word Copy to R

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
AFKNOW	0.909	0.910	0.937	0.787
ATT	0.840	0.864	0.885	0.606
HFK	0.831	0.860	0.876	0.488
HKNOW	0.541	0.607	0.743	0.435
PBC	0.786	0.831	0.846	0.485
PI	0.542	0.610	0.731	0.415
SN	0.887	0.916	0.909	0.589

Graphical
 Graphical output
 Final results
 Path coefficients
 Indirect effects
 Total effects
 Outer loadings
 Outer weights
 Latent variables
 Residuals
 Quality criteria
 R-square
 f-square
 Construct reliability and validity
 Overview
 Cronbach's alpha - Bar
 Composite reliability (r)
 Composite reliability (r)
 Average variance extra
 Discriminant validity
 Collinearity statistics (VIF)
 Model fit
 Model selection criteria
 Algorithm
 Setting
 Stop criterion changes
 Posthoc minimum sample size

© SmartPLS v.4.1.0.7 Reset 100%

APPENDIX 7 Pilot Raw Data

AutoSave • [Icons] ... Proposal Initial Test - Search (Cmd + Ctrl + U) Comments Share

Home Insert Draw Page Layout Formulas Data Review View Automate

Paste Aptos Narrow (Bod... 12 A' A' Wrap Text General Conditional Formatting Format as Table Cell Styles Insert Delete Sort & Filter Find & Select Add-ins Analyze Data

⚠ Possible Data Loss Some features might be lost if you save this workbook in the comma-delimited (.csv) format. To preserve these features, save it in an Excel file format. Save As...

A1 HKNOWI

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
8	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
9	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
10	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
11	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
14	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
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